



Greening Education & Displays Project

Indiana Department of Environmental
Management

Partially funded by:

The Indiana Greening the Government Incentive Funding Program

Submitted to:

Indiana Greening the Government Program

402 W. Washington St., Rm. W-478

Indianapolis, IN 46204

December 2, 2002



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Brief Project Description:

The Indiana Department of Environmental Management (IDEM) is a strong proponent of the comprehensive Greening the Government Program and works daily to implement its goals by facilitating continuous employee education, supporting efficient recycling collection opportunities, offering reuse programs, practicing environmentally preferable purchasing, encouraging pollution prevention, reducing energy consumption and promoting car-pooling.

Educating and informing employees about Greening Programs was previously accomplished by posting signs throughout office areas and by sending emails to agency employees, as appropriate. This project was to purchase four permanent hanging display boxes to showcase the most current greening information. Using display boxes reduced potential damage to walls from other methods of posting signs and also provided quick and easy access to change information on a regular basis.

- Project Dates: Began January, 2002
- Location: IDEM, Indiana Government Center North, 100 N. Senate Ave., Floors 10-13, Indianapolis, IN 46204
- Contact:: Paula Smith, Director, Office of Planning and Assessment, 317-233-1210 or email psmith@dem.state.in.us
- Program Results: The display cases have allowed us to accomplish our goals to further various Greening the Government education initiatives.

What happened: They have provided for a highly visible location to post the most current information. Displays throughout the year have included information on: energy efficiency, agency surplus exchange program, cell phone recycling, IPM, the IGC Carpooling Program, what can be recycled in IGC and where, how to reuse inter-departmental mailing envelopes, information on upcoming events such as Earth Day, Clean Your Files Day, and America Recycles Day, how to reduce junk faxes, using E-85 fuel, ozone action days, phone book recycling, reducing waste.

Feedback: Most employees have been receptive to the display cases. We have casually observed employees looking at them and even hear their resulting discussions. Obviously, some information elicits stronger reaction than other, but people seem to be curious and pause to check out what new information is in the cases.

Changes as a result of the project: Resultant education is hard to measure with such outreach projects, however, we have seen an influx of emails and phone calls over the past year from IDEM staff members asking various questions about the different greening programs. If anything, we are getting the greening name out and people are more aware that there are lots of options when it comes to greening issues.

Suggestions for other agencies considering putting up display cases: Go ahead and do some research on what you will be displaying each month. We change the information displayed at or near the beginning of each month to give the cases a fresh look. A month sounds like a long time, but each one rolls around quickly and you will constantly need new information to display. Also, try and make sure the information reaches a wide audience. Don't put up information that will only appeal to or be accessible to a small sub-group of employees. Finally, be prepared for any resulting complaints that are sure to come when any information is displayed. Someone always has some objection to something. Overall, we would recommend that other State agencies obtain a set of display cases to promote the Greening the Government Programs. If nothing else, they have livened up the look of the hallways!

- IDEM employee, Rachel O'Neil says, "I have always tried to do my best to recycle, reduce waste, conserve energy, and reuse supplies around the office. But I like to check out the display cases every month to see what new information is available. With almost 1000 people in our agency, everyone can do something to make our government a little greener."